

Rep Order# 9802635  
EC'd No

Ver# 1  
Status New

Traffic Order#

Printed: 08/23/2012 1:49 PM  
Last Received: 08/23/2012 12:10 PM  
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL  
Product BUCHANAN FOR CONGRES  
Estimate# 371  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //371  
Flight Dates 08/30/2012 - 09/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---  
 VERN BUCHANAN FOR CONGRESS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---  
 NEW BUCHANAN ORDER  
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	6A-7A	NEWS	:30	\$175.00	08/30-08/31	1	1	1	\$175.00	
	2	TH-F	7A-9A	GMA	:30	\$225.00	08/30-08/31	1	1	1	\$225.00	
	3	TH-F	5P-530P	NEWS	:30	\$225.00	08/30-08/31	2	1	2	\$450.00	
	4	TH-F	530P-6P	NEWS	:30	\$300.00	08/30-08/31	1	1	1	\$300.00	
	5	TH-F	6P-630P	NEWS	:30	\$550.00	08/30-08/31	1	1	1	\$550.00	
	6	M-W	6A-7A	NEWS	:30	\$175.00	09/03-09/05	2	1	2	\$350.00	
	7	M-W	7A-9A	GMA	:30	\$225.00	09/03-09/05	1	1	1	\$225.00	
	8	M-W	530P-6P	NEWS	:30	\$300.00	09/03-09/05	2	1	2	\$600.00	
	9	M-W	6P-630P	NEWS	:30	\$550.00	09/03-09/05	2	1	2	\$1,100.00	
	10	M-W	11P-1135P	NEWS	:30	\$425.00	09/03-09/05	2	1	2	\$850.00	

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**Product** BUCHANAN FOR CONGRES  
**Estimate#** 371  
**Buyer** STEPHANIE KOHLBAUER  
**Phone#**  
**Fax#**

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //371  
Flight Dates 08/30/2012 - 09/05/2012  
Hiatus Weeks

Rep Firm	
Sales Office (	) WASHINGTON
Salesperson (	) BRAD PHILLIPS
Salesperson Phone#	202-955-5342
Salesperson FAX#	202-955-5348

---REPORT TOTALS---

Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$4,825.00  
Sales Totals: 15 / \$4,825.00  
Station Totals: 15 / \$4,825.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

**---COMPETITIVE---**

\$4,825	CABL 0%	UNKN 0%	WBSV 0%	WFLA 0%	WFTS 0%
	WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 100%

Books	null
Demos	RA35+

## CONTRACT



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

<b>Contract / Revision</b> 31542 /		<b>Alt. Order #</b> 09802635
<b>Product</b> 371/BUCHANAN FOR CONGRES		
<b>Contract Dates</b> 08/30/12 - 09/05/12		<b>Est. #</b> 371
<b>Advertiser</b> VERN BUCHANAN		<b>Original Date / Revision</b> 08/23/12 / 08/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WWSB	<b>Account Executive</b> BRAD PHILLIPS	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**MENTZER MEDIA SERVICES**  
**600 FAIRMOUNT AVE**  
**SUITE 306**  
**TOWSON, MD 21286**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/30/12	08/31/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$175.00			
N 2	7	08/30/12	08/31/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$225.00			
N 3	7	08/30/12	08/31/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				2	\$225.00			
N 4	7	08/30/12	08/31/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$300.00			
N 5	7	08/30/12	08/31/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$550.00			
N 6	7	09/03/12	09/05/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$175.00			
N 7	7	09/03/12	09/05/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				1	\$225.00			
N 8	7	09/03/12	09/05/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$300.00			
N 9	7	09/03/12	09/05/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$550.00			
N 10	7	09/03/12	09/05/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$425.00			
<b>Totals</b>											<b>15</b>	<b>\$4,825.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/05/12	15	\$4,825.00	\$4,101.25
<b>Totals</b>	<b>15</b>	<b>\$4,825.00</b>	<b>\$4,101.25</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WWSB**  
1477 Tenth Street  
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<u>Contract / Revision</u> 31542 /		<u>Alt. Order #</u> 09802635
<u>Contract Dates</u> 08/30/12 - 09/05/12	<u>Product</u> 371/BUCHANAN FOR C	<u>Est. #</u> 371
<u>Advertiser</u> VERN BUCHANAN		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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